

We have been TV broadcasters for 50 years and our duty and desire to serve our local viewers has not changed. Our commitment to small communities was recognized by the FCC in October of 1993 when it granted us must carry status in adjacent rural counties outside our DMA.

For the last five years our recently retired General Manager had a weekly editorial segment in our newscasts. Our station identity revolves around our "Local News Comes First" motto. We have 24 newscasts with the recent addition of two late night newscasts on the weekends, for a total of 14 hours of news per week. Medical news is of particular interest because Medford is the medical hub of counties in Southern Oregon and Northern California and because of a large and growing retirement community. Every Monday night four different local physicians take private phone calls for one hour during our early evening newscasts. We introduce them and their specialties to viewers at the beginning of the news and promote the call-in opportunity with crawls throughout the program. "Docs on Call" is an incredibly popular addition to our newscast. At least three times during the past year our physicians have advised a caller to get themselves to an emergency room for treatment immediately! We have a doctor as our medical reporter for the weekly "Focus on Health" segment in our evening news.

We promoted voting on station ID's and public service announcements in addition to hosting two half hour long debates which we aired. One debate was between local candidates in the Jackson County Commissioners race and the other for candidates in the State Senate District 2 race. We covered the speeches of John Kerry, President George W. Bush, and VP Cheney during their visits as well as the live, local Town Hall meeting with John Edwards. As a matter of course, before any election, we report on all local and statewide ballot measures. These are issues that need to be decided by an informed electorate and we take our responsibility to give an unbiased analysis of the issues very seriously.

We participate in the Amber Alert and we are the Local Primary EAS station. Our Chief Corporate Engineer also serves as the Chairman of the local EAS Coordinating Committee. We have a complete weather reporting system, with access to national, regional and satellite radar transmissions. This makes it possible for us to forecast emergency weather. Many farmers in the region respond to our accurate frost reports for the safety of their crops. News breaks and special reports are common when hazardous conditions are present. An example would be a report of a chemical spill on our Interstate highway, like the one last year. Our two remote trucks allow us to cover stories on site and warn of any imminent danger to local communities. Flooding is a more common problem than earthquakes in our region, but we have addressed both.

In the summer, pollen count is of interest to some viewers and weeks of 100+ degree weather prompts us to alert a large elderly population of how to hydrate themselves or stay indoors for safety. We select programming that caters to our farm base such as the Ag Report and the US Farm Report.

The growth of our Hispanic population has brought us to purchase and air the Hispanic Heritage Awards.

Local sports coverage is a regular part of each newscast, but we have also carried Oregon State University football and basketball games three times over the past year. This university is located outside our market area, but its games are of statewide interest. We also cover events (1.5 hours total during this year's event) such as the Southern Oregon Golf Tournament, the largest amateur tourney in the western United States.

Our station meteorologist promotes the Diabetes Walk each year as its Honorary Chair and walk participant. Four years ago, we began to promote the Buddy Check program with one of our area hospitals. Buddy Check promotes breast self-exams between friends, "buddies," on the 25th day of each month. Buddy Test kits and cancer screening materials are mailed to everyone in the coverage area who desires it. A few people have credited our Buddy Check program with early detection of their cancers.

Educational dollars are scarce and funding for state run universities and community colleges have dropped dramatically. In response, three years ago we convened the Presidents of Southern Oregon University and Rogue Community College and one of our largest employers to discuss a scholarship partnership. In the first year, five \$1000 scholarships were awarded. In the second, ten \$1000 scholarships were given. We believe the accomplishments of k-12 students and teachers are noteworthy so this month we are introducing Student of the Week and Teacher of the Week segments in our morning newscast. Since 1996 we have been business partners with a local elementary school in an economically challenged portion of the city. Staff members have been involved in everything from their Start Making a Reader Today (SMART) program, to teaching Jr. Achievement classes, treating their students to special station visits, having our news people work with them on news writing, consulting with them and donating funds to buy equipment for their own in-house TV News program, and donating to their holiday food drives, to name just a few things.

We hope this summary gives you a glimpse at how our management and staff at KOB1/KOTI feel about our local community and how its needs are top of mind when we make our programming decisions, plan news coverage and conduct station outreach efforts.

Submitted by Ann Brown, Special Projects Manager, California Oregon Broadcasting, Inc., 11/1/04